**SONARI ERE-BESTMAN**

*ASPIRING INTERN*

*nerebestman@yahoo.com - Massachusetts*

# SUMMARY

Aspiring Business Analyst and IT Professional with a proven track record of delivering data-driven insights and optimizing operational efficiency. Would possess a Bachelor's degree in Management Information Systems in May 2024, and would pursue a Master's degree in Business Analytics with a focus on Big Data Analytics in September 2024. Equipped with a diverse skill set including proficiency in SQL, R, Tableau, PowerBI, Python, and MS Excel. Experienced in providing technical support, analysing marketing data, and implementing data-driven strategies. Skilled in project management, problem-solving, and collaborating effectively with cross-functional teams. Complemented by certifications in Google Advanced Data Analytics, Salesforce, Tableau, and Microsoft Office Excel. Recognized for academic achievements and active involvement in professional societies. Ready to leverage analytical expertise and technical acumen to drive business success as an Analyst.

# EDUCATION & CERTIFICATIONS

* Master of Science in Business Analytics – Big Data Analytics– University of Massachusetts, Lowell.
  + Enrolled for Fall 2024 September 2024-May 2025
* Bachelor of Science, Management Information Systems– University of Massachusetts Dartmouth.
  + Cumulative GPA of 3.835 out of 4.0 September 2020-May 2024
* Certificate - Google Advanced Data Analytics Professional Certificate| Coursera
* Certificate - Salesforce Certification | Trailhead
* Certificate - Tableau A-Z Hands on Tableau Training for Data Science| Udemy
* Certificate - Microsoft Certified Application Specialist: Using Microsoft Excel 2007| LinkedIn.
* Certificate- Social Media Management Certification| HubSpot

# TECHNICAL SKILLS

* Programming Languages: Python, SQL, R
* Data Visualization Tools: PowerBI, Tableau
* Scripting Languages: JavaScript
* Statistical Analysis: Excel (Advanced), SPSS, SAS
* Business Intelligence: Microsoft BI, QlikView
* Data Manipulation: Pandas, NumPy
* Machine Learning: Scikit-learn, TensorFlow.
* Cloud Platforms: AWS, Azure
* Web Development: HTML, CSS
* Frameworks: React, Flask
* Project Management: Agile, Scrum, Kanban
* Database Management Systems: MySQL, PostgreSQL
* Big Data Technologies: Hadoop, Spark
* Business Analysis Tools: Jira, Confluence
* Operating Systems: Windows, Linux, MacOS

### EMPLOYMENT HISTORY

UMass Dartmouth’s IT Center 08/2023- Present

**Student IT Technician**

* Assists full time professionals troubleshoot applications, operating systems on Windows and Macintosh.
* Observes diagnoses of hardware and software issues, utilizing diagnostic tools and employing best practices.
* Provides in-person and remote technical support, guiding end-users through step-by-step solutions.

Bozzuto, Cambridge MA 06/2023-08/2023

**Marketing Intern**

* Utilized advanced analytics tools to analyze marketing data, including website traffic, campaign performance, and customer behavior, enabling data-driven decision-making and optimization of marketing strategies.
* Implemented marketing automation software to streamline repetitive tasks, such as email campaigns and lead nurturing, improving productivity and allowing for personalized communication with prospects.
* Developed and executed a comprehensive marketing plan for the project, which effectively generated a 10%. increase in up lease inquiries, a 15% growth in website traffic.

UMass Dartmouth’s Academic Resource Center 09/2022-Present

**Business Tutor**

* Achieved a significant increase of 35% in demand for services by implementing targeted tutoring.
* Receives consistently positive evaluations from students, with an average rating of 4.8 out of 5.
* Collaborates individually with over 200 students monthly to tutor MIS, POM, MTH and FIN.
* Identifies specific academic goals and challenges, tailoring tutoring approaches accordingly.

UMass Dartmouth’s Office of Student Accessibility Services 09/ 2021-Present

**Office Assistant**

* Utilized skills in Microsoft Office Suite (Word, Excel, PowerPoint) and data management tools.
* Maintained a comprehensive Student Accommodation Database (SAD) using Microsoft Excel, allowing for efficient tracking and analysis of accommodations and support services provided to special needs students.

Marshalls 05/ 2022- 12/2022

**Sales Associate**

* Successfully convinced over 100 customers to open a TJX credit card due to excellent communication and negotiation skills.
* Proactively assist over 100 customers per shift by answering questions, providing merchandise expertise, processing orders and handling payments